DOCUMENT RESUME

ED 076 127 HE 004 090

TITLE	Data Elements Dictionary Service Related Elements Section.
INSTITUTION	Georgia Univ., Athens. Office of Program Planning and Analysis.
SPONS AGENCY	Ford Foundation, New York, N.Y.
PUB DATE	72
NOTE	23p.
AVAILABLE FROM	Office of Program Planning and Analysis, White Avenue Building, Room 100, University of Georgia, Athens, Georgia 30602
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	Data Collection; Definitions; *Dictionaries; *Human Services; *Information Systems; Program Planning; Research; Research Projects; *Service Education; *Service Occupations; Services

ABSTRACT

The National Center for Higher Education Management Systems (NCHEMS) at the Western Interstate Commission for Higher Education (WICHE) developed a series of Data Element Dictionaries primarily servicing the instructional function. This report, developed by the University of Georgia, clarifies and adds elements relating to research and service functions. This data element dictionary is compatible with the Information System developed at WICHE as well as with the Program Planning and Budgeting (PPB) System developed at the University of Georgia. Emphasis is placed on dictionary organization and format, key to columns used in the preliminary draft, service data element index, service related elements, and comments on file structure. A related document is HE 004 089. (Author/HJM)

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DATA ELEMENT DICTIONARY
SERVICE RELATED ELEMENTS SECTION

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DATA ELEMENT DICTIONARY

SERVICE RELATED ELEMENTS SECTION

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DATA ELEMENT DICTIONARY

Service Related Elements Section

FIRST EDITION

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INTRODUCTION

The National Center for Higher Education Management Systems at WICHE has prepared the following sections in the Data Element Dictionary:

I. Student Related Elements

II. Staff Related Elements

III. Facilities Related Elements

IV. Course Related Elements

V. Finance Related Elements.

These five Data Element Dictionaries concentrated on the instruction function, which quite naturally received a high priority by the NCHEMS group for the development of a management information system. These Data Element Dictionaries are the necessary base for MIS developments and are also imperative for the development of a PPB System with which this office of Program Planning and Analysis, supported by the Ford Foundation, has been charged with. Having in mind two other most important functions of a university, i.e., research and service, this group has conceptualized and developed a draft for Data Element Dictionary Research which presently is distributed for critique.

The program structure developed at the University of Georgia, a land-grant university, has emphasized the importance of service. The University of Georgia 1970 Self Study evaluated a two-fold objective for the university.

That study has emphasized that the service operation must be viable, state wide in its jurisdiction, must remain non-political, and must selectively work with appropriate groups and individuals to help create better working and living environments.

The Data Element Dictionary "Service" is considered complementary to the five created by NCHEMS and is compatible with the Information Systems under development at WICHE as well as with the FIS system under implementation at the University of Georgia. In that spirit the accepted criteria for inclusion of data elements are:

1. Necessary for completion of Higher Education General Information Survey (HEGIS).
2. Necessary for reporting and accountability to major sources of Federal Funds, especially NSF, as well as information from Non-Profit Foundations.
3. Likely to be needed for Cost Exchange Procedures.
4. Likely to be needed for Resource Requirements Prediction Models.
5. Necessary to link operational files together for derivation of information.
6. Basic to institutional record keeping.

This proposal incorporates data elements which all participating organizations will use to a major degree in building their data base. Compatibility of information exchanged across institutional lines can be achieved only with uniformity of the data elements from which all subsequent data and information will be derived. Hence, identification of the discrete data elements which will be incorporated in the data bases of participating institutions is a task of major importance.

The Service Data Elements presented in this proposal are not fixed. It is anticipated that as models and formulae are constructed for use, that additional data elements may be needed, and some of those now identified may be eliminated from the list. The data base and models being developed to use it are linked together and neither the data base nor the models can be developed independently of one another. It may be that most of the Research file elements listed in this proposal will remain in future editions.

The Service File Elements identified in this proposal are not intended as a complete list of all data elements an organization will need for its management and reporting purposes. Most schools, colleges, institutions, and centers may have unique management information needs which will require unique data elements. Further, routine operations may require data elements not presently included in this file. Your assistance is requested to identify Data Elements, in addition to those listed in the file, which you might wish to see included on a general-interest basis.

OVERALL OBJECTIVES OF THE SERVICE PROGRAM

It can hardly be doubted that the public service (outreach) function is a legitimate and responsible activity of any major university in today's society. Much has been written during recent years about the societal responsibilities of the nation's universities, particularly land grant institutions. The modern university must be relevant to today's conditions. The university must be part of the total social system in its broadest sense, not an abstract and isolated system within the greater society.

The service function is not only related to teaching and research, but if properly conducted, all three functions are mutually related and mutually supportive.

The University's service and special activities function has a fundamental two-fold objective:

1. The extension of the teaching and education program to adults, and
2. The application of knowledge and expertise of university personnel to the problems of society.

Other major elements in the scope of program include applied research, providing factual information, pilot and demonstration projects, consultation

and technical assistance, evaluation, publication, audio-visual media and exhibits. The magnitude of the total scope of program is surprising.

THE SERVICE CLIENT

Identified below are selected categories of individuals and groups currently being reached through the University's service and special activities programs:

1. Existing and emerging leadership on community, state, and regional levels.
2. Participants in cultural programs, the arts, recreation and other creative endeavors.
3. University alumni and those interested in continuing their education through mainly non-credit work.
4. Members of many professional groups such as pharmacists, veterinarians, accountants, social workers, attorneys, educators and journalists.
5. The poor, minority groups, problems groups, the aging, human relations and youth.
6. Planning and development professionals, laymen and community development organizations.
7. Leaders in business, industry, manpower development, labor-management relations and higher education.
8. A great variety of trade association groups such as chambers of commerce, civic and women's groups.
9. A wide variety of groups concerned with specific technical aspects of community development.

Although the foregoing are significant recipients of the public service function of the University, new and additional needs and publics are clearly emerging.

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Date: 1972 Number of Pages: 20

Abstract:

The NCHEMS at WICHE has prepared a series of Data Element Dictionaries which primarily serve the instructional function It is, of course, necessary to clarify and add elements relating to research and service functions. This "Service" data element dictionary is a part of the University of Georgia effort. The "dictionary" is compatible with the Information System developed at WICHE as well as the PPB System developed at UGA.

OUTPUT OBJECTIVES

The purpose of this section is to explain the subobjectives of the overall program of services and special activities, as reflected in current activities. A number of these items are common to most service programs and special activities. The subobjectives are stated briefly below:

1. To provide continuing education opportunities for the professions -- practicing lawyers, social workers, para-professionals, pharmacists, educators, governmental employees, journalists, veterinarians, etc.

2. To disseminate new research information, techniques and procedures to the general public.

3. To link researchers and teachers to practices and problems important to the various publics, and, consequently, to help researchers and teachers to direct their efforts more effectively.

4. To attain better public understanding of the University and its various components, its mission and its potentials for helping resolve the many problems confronting modern society.

5. To enhance the total development of Georgia's economy; to stimulate optimum use of the state's resources.

6. To assist individuals, groups and communities to adjust and adapt to the many forces at work in today's society.

7. To improve the cultural and artistic environment of the state, and to interpret its culture and history.

8. To seek out new service needs and develop creative programs to meet those needs.

9. To help foster the continued growth and development of education at all levels and for all people of the state.

10. To assist in improving the operational efficiency of development groups and operating agencies.

PROGRAM ELEMENTS

The program of the service function and associated special activities is a kaleidoscope of variety, target and technique. It ranges from the historic and time-honored approach of the Cooperative Extension Service to the most technologically advanced methods utilized by this agency and others, especially the Center for Continuing Education.

Below is a description of various program elements of the University's public outreach function, some performed uniquely by an individual service unit, others performed cooperatively and separately by several units. It should be mentioned here that credit course extension work is not included in this discussion. Because of its size and complexity, this program is the subject of a special task force effort dealing solely with the credit course extension programs.

1. CONFERENCES, SEMINARS, etc.

The targets for conferences, workshops and similar educational meetings are quite varied but may be categorized as professionals, para-professionals, lay people, civic and community groups, etc. Three principal types of education provided include in-service, continuing and adult education. The subject matters dealt with range from the highly academic and technical to the "gut" problems of modern society.

2. APPLIED RESEARCH

The extension of education has as a necessary concomitant the search for and analysis of knowledge for application toward the solution of problems of a modern and urban society. From such knowledge or applied research

come the determination of alternatives, possible solutions to problems and ultimately the basis for decision-making.

These studies and research may be concerned generally with community and area problems, studies within communities, developmental and adjustment opportunities, government, resource development, etc. Research into extension needs, programs and techniques is a constant effort.

3. PROVIDING INFORMATION

This program element is as old as public service itself and is a principal reason for the very existence of the public service function. This is a universal service element in the University and involves the use of all types of instructional and other media ranging from informal letters and telephone requests to the use of publications, radio and television for information sharing. The investment of the University in information-sharing techniques is not only substantial but utilizes some of the most sophisticated information storage, retrieval and dissemination methods.

4. PILOT PROJECTS

Long ago established as an effective research and teaching device by the Cooperative Extension Service, other service units of the University have found pilot and demonstration projects heloful in providing opportunities for community service and educational experiences.

5. TECHNICAL ASSISTANCE

The proffering of new information, stimulation of interest and motivation to improve generally leads to the "how" question. This requires direct assistance to groups and communities as they seek to better themselves. Technical assistance and consultation must necessarily be limited,

yet not to provide assistance along these lines would appear to render the public education and service effort much less effective.

6. PROGRAM DEVELOPMENT

Another type of direct service to communities and groups is assistance in program development and evaluation. As citizen participation and public groups have become more significant in recent years in programs formulation, service personnel of the University have also become more deeply engaged in this aspect of public affairs.

7. PUBLICATION

Although no attempt has been made to quantify the great variety and the voluminous output of publications emanating from the University in its public outreach function, there can be no doubt as to their real and potential value. The usefulness of an effective publication program is evident as a means of disseminating information, gaining identity, creating understanding, sharing and promoting ideas, recording experiences and keeping current on trends and events, etc.

Ranging in types from newsletter to scholarly works, publishing is an important aspect of most service units and special activities and the sole purpose of others.

8. AUDIO-VISUAL MEDIA

Through this media is offered a range of programming which is full and unique. This system includes offerings from classroom-type instruction to the arts, politics and current events presented via educational TV, film-strips, motion pictures, tape-cassettes and computer-assisted CRT instruction.

9. EXHIBITS

Exhibits, both permanent and traveling, are maintained and arranged for by the Georgia Museum of Art which also has an archival function in its permanent collection. Exhibits of an educational nature are also frequently arranged by the School of Environmental Design, the Center for Continuing Education, the University Library and the Art Department.

Perhaps not given adequate recognition as part of the University's outreach program are the on-campus and off-campus performing groups in music, drama and other fields of the arts.

Dictionary Organization and Format

The Service file Elements proposed in this section of the UGA MIS Files have been grouped into three categories for examination. The numbers attached to the elements are to facilitate identification and location of the elements and have no implication for standard coding practices. The lettered categories indicated for elements are not intended to imply any coding structures. The three categories of Service Elements are:

1. 100-199 Service Project or Activity Description
2. 200-299 Local Institution Identification
3. 300-399 Sponsoring Institution Identification

Certain portions of the data are coded to establish a relationship between files for the purpose of deriving information for analytical purposes. An example of this situation is Project Phasing listed in the ? section of the file which, in conjunction with the Project Number (element ?) and Subject Field (element ?), must relate to the appropriate identifiers in both the Staff Related Elements Sections and financial data elements. These "linking" elements are identified in the comments column of the file.

In order to define each data element, the file provides (1) a number, (2) a title, (3) a description, and (4) comments needed for further clarification. In addition, the proposal suggests the anticipated utility of each elements. These indications are preliminary at this time since crossover and program codes are not yet completed.

Key to Columns Used in This Dictionary

Number Column -- Number for identification of specific elements with a structure to indicate category, as explained earlier. (The numbers are not intended to be a standard coding scheme).

Title Column -- A brief identification for the data element.

Comments Column -- Additional information as may be needed to further define the data element, justify its inclusion, or identify its relationship to other elements.

USES Columns:

HEGIS -- "X" in this column indicates that this element is needed for the compilation of information for the Higher Education General Information Survey (HEGIS report).

Level III -- Cost Exchange "X" in this column indicates that this element is likely to be needed for exchange of comparable cost information between participating institutions (associated with WICHE MIS Level III participation).

Level IV -- Models "P" in this column indicates that this element is likely to be needed for the WICHE MIS Resource Requirements Prediction Model (RRPM-1)

"F" in this column indicates that this element is likely to be needed for the WICHE MIS Student Flow Model.

"S" in this column indicates that this element is likely to be needed for a future WICHE MIS simulation model.

(This column is associated with WICHE MIS Level IV participation)

This page is borrowed from WICHE documentation

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303	Department Officer	6
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116	Revised Completion	2
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203	Signing Authority	5
301	Sponsoring Agency	6
300	Sponsoring Agency Type	6
305	Sponsors Project Number	6
142	State of Knowledge Summary	3
114	Starting Date	2
102	Statement of Objectives	1
101	Title	1
110	Total Actual Expenditures to Date	2
108	Total Allocated to Date	2
107	Total Amount Authorized	2
109	Total Expenditures Planned to Date	2
308	Type Funding	6

Alphabetical Index (HEGIS)

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Costing-Alphabetically

No.	Name	Page
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203	Signing Authority	5
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300	Sponsoring Agency Type	6
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102	Statement of Objectives	1
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108	Total Allocated to Date	2
107	Total Amount Authorized	2
109	Total Expenditures Planned to Date	2
308	Type Funding	6

Models-Alphabetically

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104	Keywords	1
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130	Other Grants -- Applied for or Expected for Project	3
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110	Total Actual Expenditures to Date	2
108	Total Allocated to Date	2
107	Total Amount Authorized	2
109	Total Expenditures Planned to Date	2
308	Type Funding	6

Number	Title	Description	Comment	Uses		
				Hegis	Level III Cost Exchange	Level IV Models
100	Program Ident. No.	Ident. for "Public," "Intro-University" and "Continuing Education" as well as "discipline" and "concentration"	Translatable to HEGIS and Programs	X	X	P
101	Title	Short Title of proposed Service project	Translatable to HEGIS			
102	Statement of Objectives	Expanded title and statement of objective/problems of service project	Program link		X	P
103	Project Number		Finance/Staff link			
104	Keywords	Significant keywords of indexing codes HEGIS, SCI-TECH	Staff/Program link	X	X	P
105	Amount requested	Amount requested for total project				
106	New or renewal	New application or renewal			X	P

Number	Title	Description	Comment	Uses		
				Hegis	Level III Cost Exchange	Level IV Models
107	Total Amount Authorized	Fin'l sup. for the duration of the service project	Finance related		X	P
108	Total Allocated to date	Amount requested for fiscal year - as a separate item	Finance related		X	P
109	Total Expenditures Planned to Date	Total cost of service project to date as planned	Finance/analysis		X	P
110	Total Actual Expenditures to Date	Actual cost of service project to date	Finance/analysis		X	P
111	Equipment Requests -- over $50,000 type, amt.	Application for equipment grant ($50,000) - type amount	Facilities related		X	P
112	Major Equipment granted over $50,000 type, amt	Grants received for major equipment ($50,000) 0 type amount	Finance/Facilities			
113	Expected completion date	Expected completion date of project when authorized	Analysis			
114	Starting date	Date of commencement of service project	Analysis			
115	Duration of Project	Expected duration for service project	Analysis			
116	REvised Completion	Estimated date from progress report on service project	Analysis			

Number	Title	Description	Comment	Uses		
				Hegis	Level III Cost Exchange	Level IV Models
130	Other Grants -- Applied for or Expected for project	Details of other grants (including federal government) applied for or expected	Analysis	X	X	P
131	Current Related Svc/Rsch Publications of project members	Current Svc/Rsch publications of applicant/investigators -- relation to proposed service project	Staff Linked		X	
140	Description of Proposed services to be performed	Statement of design of service project, methods to be used, etc.	Analysis	X		
141	Benefits from project	Dollars, time, lives, etc. to be saved by project results	Analysis		X	P
142	State of knowledge summary	Review of present state of knowledge in service area				
143	Relation of Project to interest of Dept/Agency/ Country	Relation of service project to interest of department/ country		X	X	P
150	Location and Space Requirements	Geographical location of service project and amount and types of space including power, air cond., open, covered, etc.	Linked to Facilities		X	P
160	Referees/assessors for service project (names, etc.)					

Number	Title	Description	Comment	Uses		
				Hegis	Level III	Level IV
					Cost Exchange	Models
170	Project Phase Plan	a. Phase No. b. Phase Title c. Phase Duration d. Total cost e. EFT by rank f. Start Date g. Completion date h. Report submission Date i. Product definition j. Product Delivery Date	Analysis and Links to Finance Staff and Facilities		X	P
180	Project Phase Actual	a. Phase No. b. Days Duration to Date c. Cost to Date d. Manhours by rank to date e. Actual Start Date f. Expected completion date g. Report Submission h. Product Delivery Date				

Number	Title	Description	Comment	Uses		
				Hegis	Level III	Level IV
					Cost Exchange	Models
200	School or College	Responsible school, college, institute, center, etc.	These are linking elements		X	P
201	Department	Affiliation of applicant or principal investigator (inst. dept, add)	To relate service by organization to other sections of MIS files			
202	Service Supervisor	Name SSN of supervisor of service project in university	This element links to staff for analysis		X	P
203	Signing Authority	Name SSN and position of official signing for inst. of applicant/investigator	This element links to financial and staff for accountability and analysis		X	P
204	Other Investigators	Names SSN and details (experience, qualifications, addresses, etc.) of other investigators/others to be supported on grant/other users	This element links to staff for analysis		X	P
205	Project Account Number	(If different from project number and program number)	This element links to finance		X	P
206	Program Ident. No. (If different from 100)	Based upon UGA Program Code	This links service as student related or environ related			